A 6225-1 11/14/83

I/R Code 47.40

September 1983

Monthly Survey of LIFE INSURANCE SALES IN THE UNITED STATES AND CANADA

Comparisons with Previous Year

	ANNUALIZED PREMIUM		FACE AMOUNT		NUMBER OF POLICIES	
	Current month	Year to date	Current month	Year to date	Current month	Year to date
UNITED STATES						
All ordinary business	123%	121%	124%	128%	108%	109%
Ordinary companies and departments	126%	122%	126%	129%	110%	113%
Combination companies and departments	113%	118%	116%	122%	105%	102%
CANADA						
All ordinary business	115%	113%	120%	118%	113%	109%

This survey gives:

Ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are shown.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (e.g., annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The results are based on the experience of 145 companies operating in the United States and 38 companies operating in Canada. The United States contributors represent 63 percent of the 1981 United States ordinary volume, and 59 percent of the ordinary policies sold; the Canadian contributors represent 68 percent of the 1981 Canadian ordinary volume, and 72 percent of the policies. Since no industry data are available on total annualized new ordinary premiums, the proportion of the premium total of each country represented by these companies cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on amount of ordinary life insurance in force in the country on January 1, 1983. The in force categories and, in parentheses, the number of contributing companies or departments in each:

UNITED STATES

Ordinary companies or departments

Group 1—$14 billion or more (24)
Group 2—$7 billion to $14 billion (20)
Group 3—$4 billion to $7 billion (25)
Group 4—$2 billion to $4 billion (22)
Group 5—$1 billion to $2 billion (18)
Group 6—Less than $1 billion (24)

Combination companies or departments

Group 7—$25 billion or more (2)
Group 8—$8 billion to $25 billion (4)
Group 9—Less than $8 billion (17)

CANADA

Group 1—$4 billion or more (14)
Group 2—$1 billion to $4 billion (15)
Group 3—Less than $1 billion (9)

LIMRA INTERNATIONAL

Profit from our research.

UNITED STATES

Ordinary Sales Results of 145 Companies

	ANNUALIZED PREMIUM (in thousands)			FACE AMOUNT (in thousands)			NUMBER OF POLICIES			PREMIUM PER $1,000			AVERAGE SIZE POLICY			PREMIUM PER POLICY			
	1982	1983	1983/1982	1982	1983	1983/1982	1982	1983	1983/1982	1982	1983	1983/1982	1982	1983	1983/1982	1982	1983	1983/1982	
January	$ 250,977	$ 301,768	120%	$ 22,854,940	$ 30,960,538	135%	585,801	703,276	120%	$10.98	$ 9.75	89%	$39,015	$44,023	113%	$428	$429	100%	January
February	253,537	305,590	121	25,122,132	32,506,542	129	696,857	773,603	111	10.09	9.40	93	36,051	42,020	117	364	395	109	February
March	313,086	371,888	119	31,167,793	39,515,663	127	849,323	914,126	108	10.05	9.41	94	36,697	43,228	118	369	407	110	March
April	288,211	362,994	126	29,506,647	38,083,742	129	764,704	866,144	113	9.77	9.53	98	38,586	43,969	114	377	419	111	April
May	290,844	355,609	122	29,176,755	37,972,459	130	763,934	838,896	110	9.97	9.36	94	38,193	45,265	119	381	424	111	May
June	318,140	384,088	121	32,049,583	40,757,804	127	807,987	862,456	107	9.93	9.42	95	39,666	47,258	119	394	445	113	June
July	286,661	335,876	117	28,740,127	35,028,671	122	731,898	745,900	102	9.97	9.59	96	39,268	46,962	120	392	450	115	July
August	301,453	364,851	121	30,172,497	38,369,254	127	795,015	814,852	102	9.99	9.51	95	37,952	47,087	124	379	448	118	August
September	296,603	365,692	123	30,301,171	37,638,571	124	759,065	819,408	108	9.79	9.72	99	39,919	45,934	115	391	446	114	September
October	312,156			32,464,888			818,031			9.62			39,687			382			October
November	330,059			34,445,487			848,380			9.58			40,601			389			November
December	419,136			41,689,341			841,800			10.05			49,524			498			December
Year total	$3,660,863			$367,691,361			9,262,795			$ 9.96			$39,696			$395			Year total
Year to date	$2,599,512	$3,148,356	121%	$259,091,645	$330,833,244	128%	6,754,584	7,338,661	109%	$10.03	$ 9.52	95%	$38,358	$45,081	118%	$385	$429	111%	Year to date

122 Ordinary Companies and 11 Ordinary Departments of Combination Companies

Total group																			**Total group**
Month	$ 227,774	$ 287,689	126%	$ 25,634,518	$ 32,251,523	126%	432,399	476,363	110%	$ 8.89	$ 8.92	100%	$59,284	$67,704	114%	$527	$604	115%	**Month**
Year to date	$2,018,192	$2,467,025	122%	$220,620,688	$283,943,649	129%	3,822,978	4,327,545	113%	$ 9.15	$ 8.69	95%	$57,709	$65,613	114%	$528	$570	108%	**Year to date**
Group 1—Month	$ 140,061	$ 174,852	125%	$ 15,950,564	$ 20,241,246	127%	281,539	307,413	109%	$ 8.78	$ 8.64	98%	$56,655	$65,844	116%	$497	$569	114%	Group 1—Month
Year to date	$1,272,857	$1,541,419	121%	$140,270,939	$181,546,089	129%	2,489,545	2,824,043	113%	$ 9.07	$ 8.49	94%	$56,344	$64,286	114%	$511	$546	107%	Year to date
Group 2—Month	$ 41,737	$ 50,799	122%	$ 4,596,429	$ 5,433,613	118%	62,210	68,710	110%	$ 9.08	$ 9.35	103%	$73,886	$79,080	107%	$671	$739	110%	Group 2—Month
Year to date	$ 350,932	$ 416,760	119%	$ 36,677,313	$ 47,327,661	129%	540,128	614,628	114%	$ 9.57	$ 8.81	92%	$67,905	$77,002	113%	$650	$678	104%	Year to date
Group 3—Month	$ 25,974	$ 34,642	133%	$ 2,934,115	$ 3,452,610	118%	46,709	51,094	109%	$ 8.85	$10.03	113%	$62,817	$67,574	108%	$556	$678	122%	Group 3—Month
Year to date	$ 225,849	$ 279,880	124%	$ 25,283,812	$ 30,000,263	119%	429,752	465,991	108%	$ 8.93	$ 9.33	104%	$58,833	$64,379	109%	$526	$601	114%	Year to date
Group 4—Month	$ 11,718	$ 16,981	145%	$ 1,192,178	$ 1,895,060	159%	19,291	24,464	127%	$ 9.83	$ 8.96	91%	$61,800	$77,463	125%	$607	$694	114%	Group 4—Month
Year to date	$ 102,501	$ 135,625	132%	$ 10,302,194	$ 14,162,264	137%	174,314	198,718	114%	$ 9.95	$ 9.58	96%	$59,101	$71,268	121%	$588	$682	116%	Year to date
Group 5—Month	$ 5,496	$ 7,136	130%	$ 606,601	$ 845,509	139%	12,289	15,710	128%	$ 9.06	$ 8.44	93%	$49,361	$53,820	109%	$447	$454	102%	Group 5—Month
Year to date	$ 41,636	$ 64,693	155%	$ 5,062,340	$ 7,543,925	149%	106,474	140,988	132%	$ 8.22	$ 8.58	104%	$47,545	$53,508	113%	$391	$459	117%	Year to date
Group 6—Month	$ 2,788	$ 3,279	118%	$ 354,631	$ 383,485	108%	10,361	8,972	87%	$ 7.86	$ 8.55	109%	$34,227	$42,742	125%	$269	$365	136%	Group 6—Month
Year to date	$ 24,417	$ 28,648	117%	$ 3,024,090	$ 3,363,447	111%	82,765	83,177	100%	$ 8.07	$ 8.52	106%	$36,538	$40,437	111%	$295	$344	117%	Year to date

23 Combination Companies and Departments

Excluding weekly premium ordinary

Total group																			**Total group**
Month	$ 66,678	$ 75,484	113%	$ 4,614,467	$ 5,332,322	116%	305,990	320,448	105%	$14.45	$14.16	98%	$15,080	$16,640	110%	$218	$236	108%	**Month**
Year to date	$ 558,491	$ 656,417	118%	$ 37,972,807	$ 46,335,512	122%	2,721,340	2,784,184	102%	$14.71	$14.17	96%	$13,954	$16,642	119%	$205	$236	115%	**Year to date**
Group 7—Month	$ 32,054	$ 35,191	110%	$ 2,344,921	$ 2,543,635	108%	104,688	103,060	98%	$13.67	$13.83	101%	$22,399	$24,681	110%	$306	$341	111%	Group 7—Month
Year to date	$ 267,581	$ 316,695	118%	$ 19,391,930	$ 22,666,930	117%	873,355	951,823	109%	$13.80	$13.97	101%	$22,204	$23,814	107%	$306	$333	109%	Year to date
Group 8—Month	$ 16,230	$ 19,502	120%	$ 1,076,673	$ 1,348,288	125%	89,237	96,024	108%	$15.07	$14.46	96%	$12,065	$14,041	116%	$182	$203	112%	Group 8—Month
Year to date	$ 136,967	$ 164,297	120%	$ 8,888,158	$ 11,359,802	128%	814,766	798,369	98%	$15.41	$14.46	94%	$10,909	$14,229	130%	$168	$206	123%	Year to date
Group 9—Month	$ 18,394	$ 20,791	113%	$ 1,192,873	$ 1,440,399	121%	112,065	121,364	108%	$15.42	$14.43	94%	$10,644	$11,868	111%	$164	$171	104%	Group 9—Month
Year to date	$ 153,943	$ 175,425	114%	$ 9,692,719	$ 12,308,780	127%	1,033,219	1,033,992	100%	$15.88	$14.25	90%	$ 9,381	$11,904	127%	$149	$170	114%	Year to date

Weekly premium ordinary

Month	$ 2,151	$ 2,519	117%	$ 52,186	$ 54,726	105%	20,676	22,597	109%	$41.22	$46.03	112%	$ 2,524	$ 2,422	96%	$104	$111	107%	**Month**
Year to date	$ 22,828	$ 24,913	109%	$ 498,150	$ 554,083	111%	210,266	226,932	108%	$45.83	$44.96	98%	$ 2,369	$ 2,442	103%	$109	$110	101%	**Year to date**

Ordinary Sales Results of 38 Companies

	ANNUALIZED PREMIUM (in thousands)			FACE AMOUNT (in thousands)			NUMBER OF POLICIES		
	1982	1983	1983/1982	1982	1983	1983/1982	1982	1983	1983/1982
January	$ 18,743	$ 21,425	114%	$ 2,312,963	$ 2,877,334	124%	47,049	53,265	113%
February	24,215	27,505	114	3,085,487	3,647,354	118	65,896	71,265	108
March	26,771	30,035	112	3,408,602	3,947,191	116	69,573	75,440	108
April	25,830	26,491	103	3,327,980	3,560,525	107	68,046	68,743	101
May	25,218	28,586	113	3,189,180	3,943,274	124	65,691	73,905	111
June	28,416	33,205	117	3,566,299	4,494,191	126	74,686	81,532	109
July	25,116	27,480	109	3,116,904	3,590,418	115	63,086	66,413	105
August	23,147	26,855	116	2,940,579	3,435,951	117	56,700	62,270	110
September	26,620	30,550	115	3,347,876	4,008,298	120	68,250	77,432	113
October	29,801			3,853,850			79,400		
November	33,633			4,406,441			84,197		
December	32,754			4,234,850			75,384		
Year total	$320,264			$40,791,011			818,958		
Year to date	$224,076	$252,132	113%	$28,295,870	$33,504,536	118%	579,977	630,265	109%
Group 1—Month	$ 20,125	$ 22,611	112%	$ 2,402,550	$ 2,850,756	119%	52,618	57,570	109%
Year to date	$167,058	$182,770	109%	$20,010,993	$23,367,677	117%	437,974	463,413	106%
Group 2—Month	$ 5,534	$ 6,969	126%	$ 762,170	$ 987,520	130%	12,850	16,877	131%
Year to date	$ 46,131	$ 60,936	132%	$ 6,341,254	$ 8,559,255	135%	114,858	140,981	123%
Group 3—Month	$ 961	$ 970	101%	$ 183,156	$ 170,022	93%	2,782	2,985	107%
Year to date	$ 10,887	$ 8,426	77%	$ 1,943,623	$ 1,577,604	81%	27,145	25,871	95%

	PREMIUM PER $1,000			AVERAGE SIZE POLICY			PREMIUM PER POLICY		
	1982	1983	1983/1982	1982	1983	1983/1982	1982	1983	1983/1982
January	$ 8.10	$ 7.45	92%	$49,161	$54,019	110%	$398	$402	101%
February	7.85	7.54	96	46,824	51,180	109	367	386	105
March	7.85	7.61	97	48,993	52,322	107	385	398	103
April	7.76	7.44	96	48,908	51,795	106	380	385	101
May	7.91	7.25	92	47,820	53,356	112	378	387	102
June	7.97	7.39	93	47,751	55,122	115	380	407	107
July	8.06	7.65	95	49,407	54,062	109	398	414	104
August	7.87	7.82	99	51,862	55,178	106	408	431	106
September	7.95	7.62	96	49,053	51,765	106	390	395	101
October	7.73			48,537			375		
November	7.63			52,335			399		
December	7.73			56,177			434		
Year total	$ 7.85			$49,808			$391		
Year to date	$ 7.92	$ 7.53	95%	$48,788	$53,159	109%	$386	$400	104%
Group 1—Month	$ 8.38	$ 7.93	95%	$45,660	$49,518	108%	$382	$393	103%
Year to date	$ 8.35	$ 7.82	94%	$45,690	$50,425	110%	$381	$394	103%
Group 2—Month	$ 7.26	$ 7.06	97%	$59,313	$58,513	99%	$431	$413	96%
Year to date	$ 7.27	$ 7.12	98%	$55,210	$60,712	110%	$402	$432	107%
Group 3—Month	$ 5.25	$ 5.71	109%	$65,836	$56,959	87%	$345	$325	94%
Year to date	$ 5.60	$ 5.34	95%	$71,602	$60,980	85%	$401	$326	81%

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Printed in U.S.A.